

The ROYAL

STANDARD

VOLUME NINE

NUMBER NINE



BIG FINAL CONTEST TAKES SPOTLIGHT

20 QUALIFIED OFFICES COMPETE IN SEPTEMBER AFFAIR

The Qualifying Race that has been going on during the past five months is over at last—and the offices who proved by actual cumulative sales records over the period that they are the best in the organization are already at it hammer and tongs for the big prize money.

This contest has not been a chance affair. The offices who qualified in the two groups were compelled to produce their very best to win. The contest ran through what many consider the five hardest months of the year. At any rate, in these months, from April to September the test is most severe, and the tendency is to let up effort on account of the obstacles which Summer presents in the way of hot weather, vacations, etc. Under a test of this kind, the managers and branch organizations which come out at the top have indeed proved their worth. They have shown that they will not be hindered by conditions, whatever they are—and can be depended upon to put up the hardest kind of a fight in spite of any obstacles that may come along. Surely these offices are entitled to battle among themselves for the big prizes in the short September Contest.

September is usually the biggest or one of the biggest months of the year in the typewriter business. If a man can sell typewriters at all he can sell them in September. This September, especially, carries with it conditions that will go a long way toward making it our record September, and possibly the best month the Company has ever had. Business has shown remarkable improvement during the last few months, and in September, with everybody back on the job, it should reach the crest.

When the smoke cleared up after the August affray, four offices were up among the first ten who had not been there at the close of July. Three new offices joined the second ten.

ROYAL

SEPTEMBER, 1924

ROBINSON
New York

WAKEFIELD
Cincinnati

WALKER
Grand Rapids

WELLMAN
Louisville

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Ten Go-Getters Have Qualified—

Who Will Prove September's Champion?

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RUSS
Portland, Ore.

JONES
Kansas City

BOSHAN
Bangor

MITCHELL
Denver

JACKSON
San Antonio

CLOSSON
Boston

MANY OFFICES EXCEED QUOTAS

Kansas City jumped from nineteenth to ninth, and Bangor from thirteenth to tenth place. Both Mr. Jones and Mr. Boshan recognized that they had to put on some extra steam to land up in the first division—both went well over their quota for the month and were able to do it.

From this line up, you will see that the September contest should be a "humdinger." Five hundred dollars is at stake—and with only ten offices fighting for this big prize—and only one month to go—it is not overly difficult to foresee flying hair, fireworks and all the other accompaniments of a red hot fight.

Among the second ten offices, who will contest for the Second Prize of Two Hundred Dollars, the Fresno Office took first place. Mr. Geissinger of Oakland, who captured the July Best Office Prize, is second. Mr. Teer of Indianapolis, who was a rank outsider in the first four months of the contest, came through with a fine month and landed in third. New Orleans Office is fourth, and Buffalo, with its old manager, Mr. Gallup, back on the job, is fifteenth. Casting back to the last big contest at the end of 1922, when Mr. Gallup and his Buffalo Crew won the \$500.00 Blue Banner Prize—and another \$500.00 for being the best office in the organization—we scent some trouble for the opposing offices to beat this money fighter.

Cleveland, coming through with the biggest month it has ever had, landed in sixth place, with another office that was a rank outsider at the end of July, Richmond, in seventh. St. Louis is in eighth place, Atlanta in ninth, and Chicago in tenth.

It is not easy to pick a winner out of this crew either. Quite a number of our star offices are among the contestants for the \$200.00 prize.

So now, LET'S GO. The contest we have all been looking forward to and working toward the past five months is on. As always—may the best man win—he WILL have to be the best man to win.

Denver leads the qualifying offices with the highest average for the five months. Bearing in mind it won in June, Denver, with Mr. Mitchell, its manager, has consistently held its first position. Portland, Ore., coming through with a fine month in August, jumped right up from sixth place into second. Cincinnati, continuing its spurt from twenty-sixth place to ninth last month, finished up third, which you will admit is SOME achievement. All the credit in the world is due Mr. Wakefield, and we will do well to watch him closely in the final contest. Mr. Jackson,

of San Antonio, occupies fourth place. Mr. Wellman of Louisville, is fifth. While these two offices each dropped two places since last month, it was through the sensational sprint of Cincinnati and Portland that this happened, and not through any slowing up on the part of Louisville and San Antonio. They still hold "first ten" positions—and knowing these two veteran managers as we do, we venture to predict they will not be far from the tape at the first of October.

The sensation of August was the Boston Office with its manager Mr. Closson, which sky-

rocketed into sixth place from thirty-ninth. It is the old story of not knowing the winner until the last ball is pitched. Royal managers are fighters—and this one record is enough to prove that gameness and coming from behind always reap their reward.

Another office—not conceded a chance to finish in the first twenty at the beginning of August, is Grand Rapids, which finished seventh. An absolute outsider at the end of the fourth month, one month's good record pulled Mr. Walker up into seventh and among those who will fight for the \$500.00.

BOSTON BEST OFFICE IN AUGUST

Hard Fight Marks Close of Individual Contests

In case anybody asks you what the favorite pastime of the Royal Sales Organization is, you are safe enough in saying "breaking past records."

Is there any doubt about the continued progress which the domestic sales force is making? In August again, records were broken. Last month was the biggest August the company has ever had. The popularity of the Royal Typewriter and the



H. J. Closson

aggressiveness of its selling organization is casting past high marks into oblivion one after another and inevitably leading onward to its rightful position at the top of the industry.

The best office for the month was Boston. To Mr. H. J. Closson, the manager, goes the last of the five Best Office Prizes which were presented each month in conjunction with the Big Qualifying Contest—and congratulations are surely due him for this splendid achievement.

August, 1924, is the biggest month the Boston Office ever had—and by this record, Mr. Closson has led his office up into sixth place in the entire organization for the five months, and is in line for the big contest in September.

August was not an easy month in which to win, either. When a standing record is broken, it is easy to see that some individual high results must have been accomplished right along the line—and August was no exception.

All of the first ten offices finished well above quota, and Mr. Closson and his Boston crew had to roll up a very remarkable record to win—all the credit in the world to them.

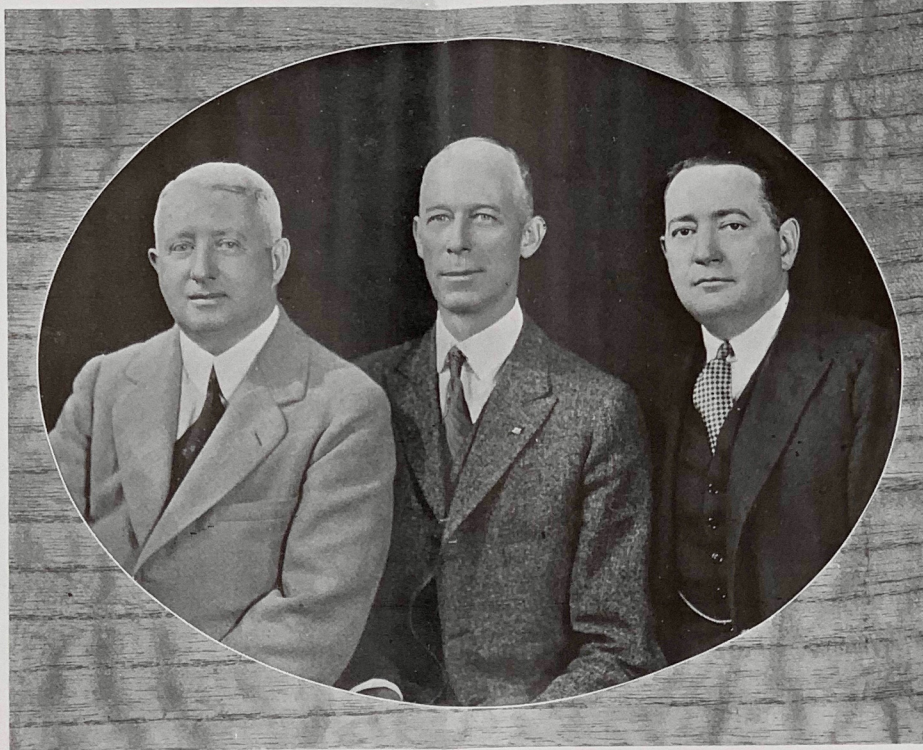
Mr. Walker of the Grand Rapids Office finished right close up on the heels of the winner, and Mr. Wakefield of Cincinnati came in third. Both of these offices considerably bettered their positions through their fine work in August, and contributed greatly toward the breaking of the record.

Indianapolis finished fourth for the month, practically tied with Omaha, which was fifth by a point. Cleveland was sixth, breaking all past records for the office. Mr. Hull is doing some remarkably fine work out there.

Mr. Jones of Kansas City came in seventh and Mr. Russ, of Portland, Oregon, eighth. Davenport and Des Moines, just a third of a point apart, landed ninth and tenth, respectively.

The finish of these best office contests for \$100.00 each was a gala one—and the interest of the offices and fine spirit of the contestants made it a very successful affair.

THE ROYAL SALES TRIO



The three gentlemen pictured above are moving so fast in directing and securing big orders for Royal Typewriters, that it is a rare accomplishment to corral them all together at one and the same time.

W. C. Lavat, Sales Manager in the center, is apt to be on the road making a fast circuit of the domestic branches; T. T. Malleon, Foreign Sales Director, at the left, is generally circumnavigating the globe and putting the Royal on the map; Walter D. Morgan, at the right, is usually across the Atlantic driving after sales as Managing-Director of the Visible Writing Machine Company, Ltd., of London, England.

We deem it a rare privilege to publish this recent photograph of the three gentlemen whose accomplishments are well known throughout the Royal organization.

One glance and it is easy to see why previous sales quotas are passed when they are at the wheels of their respective sales ships.

WHERE WAS YOUR FIRST SALE?

M. E. Bacon, of Hopkinsville, Kentucky, Replaces His First Royal Sale

About six months ago in an article in the "Royal Standard" the following paragraph appeared:

"Back of the goods which we buy and sell in the ordinary commerce of every day life there is always an idea and an ideal which unfortunately is not always recognized by the time the product is sold. Through the process of distribution the goods are so far from their source, have passed through so many hands, that the ideas of the maker must be conveyed, if at all, by the article itself."

It is evident that when M. E. Bacon got his first glimpse of the old Royal No. 5 about twelve years ago he was quick to appreciate the inherent quality "of the article itself," even in those early days. Furthermore he had sufficient vision to recognize immediately the possibilities of success in handling a product with such "ideas and ideals" behind it.

He has sent us a letter which is eloquent testimony that his faith was well founded and that his twelve years as Royal dealer has built up an enviable reputation as a typewriter man with a large clientele of satisfied Royal users. We are publishing it in its entirety for the benefit of our readers, and the encouragement of some of our newer dealers who can gather from it a lesson which should prove an inspiration for the future and an incentive to greater effort in their respective territories.

C. A. W.

Royal Typewriter Company Inc.,
316 Broadway, New York City.

Dear Sirs:

"Today I traded out the first Royal typewriter which I sold after taking the local dealership. That sale was made in February, 1912, and the machine is Royal 5/110335 or 110355. One of the figures is so faint I couldn't tell it exactly.

"Today I put Royal 10/799586 in its place on the desk of the Ellis Ice & Coal Co., of this city. The contrast was very noticeable in the bright, new latest model Royal as compared with the No. 5 of nearly thirteen years ago.

"During this period, however, the No. 5 has given entire satisfaction and when I made the exchange today Mr. Ellis asked me, 'Is that new machine going to be as good as the old one?'

Naturally I told him it was even better and he said, 'then it must surely be a good one.' This No. 5 machine has done all of the typewriting for this company since the

day it was installed, and it is going good today. It has the old paper fingers on it instead of the card device, and was one of the early models of the No. 5 after it was brought out to supplant the No. 1.

It was in January, 1912, that I signed my first dealer's contract with the Royal. My sample machine, for I only bought one as a starter, arrived early in February and on a Wednesday morning. I spent the next few days in trying it out and becoming familiar with it, for I had been using another machine. On Saturday after receiving it, I called on the Ellis Ice & Coal Company and before I left I had traded with them for an old . . . and \$60 in cash.

"I left their office literally treading on air over my first sale of a Royal. I was thoroughly convinced that the door of opportunity had opened to me through my dealership. I knew without question that the Royal was the

best typewriter on earth, and all that had to be done to sell them was to let people know about them.

"I have never had cause to change my mind one whit on this, and today the conviction is stronger than ever.

"During the time since that first sale and now, I have sold hundreds of Royals from the Model 5's to the present highly perfected Model 10's and I have never had any of them to create a knocker.

"But the making of this especial deal appealed to me particularly and I just thought you too would be interested, so I am writing you this letter. You just ought to see this thirteen year old No. 5, coated with dust and dirty as it is, turn out the letters. I believe I could knock the other typewriters out of the box with it yet if the prospective buyer would sincerely 'compare the work.'

"I think I will keep this old No. 5 purely for the sentimental value of it.

Yours truly,

Sgd. M. E. BACON."

The above letter of Mr. Bacon should start many other salesmen reminiscing to their first sales. We are sure they must still have vivid recollections worth relating of the circumstances surrounding them. Perhaps you can trump Mr. Bacon's endurance record of twelve years for one machine. Send in your letters.

Charles A. Westcott,
Editor.

THE BATTLE ROYAL OF BUNKER HILL

Being the Inside Story of the Recent Royal Triumph in Boston

Telephones rang—telegraph lines hummed—and less than an hour after the BIG ORDER had been placed, most of the machines to fill it were on their way from the Factory to Boston.

That's Royal service. But, after all, it's just l'envoi to the story of the 500-machine order which the Boston Office secured from the Boston Board of Education in August.

Some folks may think the securing of an order like this is just a matter of laying your bid on the superin-



H. E. Burton

tendent's table, and if your price is better than the next fellow's, the order is yours. That is so far from the truth that a little story of how this order was won, in the face of the keenest and sharpest competition—might be both interesting and useful when you find YOURSELF up against a board that requires the ultimate in value.

It is the old, old story—the story of good service and hard work and common sense in its victory over palaver, ego and overconfidence. It is the story of a quality salesman and a quality product winning its way in spite of obstacles.

The product is the Royal and the salesman is Harry E. Burton. The E stands for Effort—earnest, honest effort.

A year ago Burton knew that that order was going to be placed—some time—and when it was placed he was bound and determined that the Royal should have the inside track.

He made it his effort to show the Royal to every typewriter teacher in the Boston Schools—to secure their open endorsement of its high quality and sterling worth. He EDUCATED them to the fact that the Royal is the best typewriter for their purposes. He called continually—worked his head off—and finally had every typewriting teacher pulling for him. He gave them service—was at hand when they needed his help—and made them think "Royal" when they thought "typewriter."

Then, a month ago, came time to replace the old typewriter equipment—the vast majority of it machines of another make,—and Harry Burton was right on the job, you may rest assured.

The Board of Education—with the pressure upon it that was naturally exerted by the teachers in favor of the Royal—but still only half convinced—asked who were using Royal Typewriters and had experience with quantities. It was but the work of a moment to get the School Department in New York on the wire and find that the schools in practically every large city in the United States were using many Royals.

Even now the work was not done. There were Commissioners of Edu-

cation to sell—committeemen to convince—meetings to attend—demonstrations to be made—bids to be submitted—but it all had its effect.

Finally came the eventful Wednesday when the decision was to be made—and there could be one conclusion—the schools must have Royals. The order was won—hard competition, and everything else to the contrary notwithstanding.

So, when you get right down to bedrock—bumper crops come only when the ground is carefully prepared—the seed fully and unsparsingly sown—and the growing plants well cultivated till they mature.

SERVICE DEPARTMENT CONTEST FOR JULY

Division No. 1 Baltimore Heads Standing for July

The Baltimore Service Department under the able leadership of Mr. Hartan jumped from sixth place to first for the month of July. We are glad to see Mr. Hartan and his force reach this position as they have tried very earnestly to make it since the beginning of the year. Keep up the good work and you will have a record of which to be proud.

Detroit was not content to stay in fourth place during June, so they put in a little more effort and for July we find they are justly entitled to second place. Detroit has captured the lead once this year and they are going to make a bid for that position once more. Good luck, Mr. Driscoll.

Our Pittsburgh Foreman, Mr. Klemm is rounding into form and has been successful in rising to third place. Watch Pittsburgh this last half! Mr. Klemm and his force are out for the lead and we know it.

Below is a list showing the respective standing of the Departments:

1-Baltimore 5*	12-Atlanta 5*
2-Detroit 7*	13-Minneapolis 5*
3-Pittsburgh 4*	14-Cincinnati 1*
4-Kansas City 4*	15-New York
5-Washington 7*	16-Louisville 2*
6-St. Louis 7*	17-Dallas 2*
7-Boston 7*	18-Buffalo 5*
8-Philadelphia 4*	19-New Orleans 2*
9-Cleveland 5*	20-Indianapolis 3*
10-Chicago 7*	21-Portland, Ore. 1*
11-Hartford 2*	22-Los Angeles

Division No. 2 Des Moines at the Helm

Foreman Bullis of our Des Moines Office made a record leap from twentieth place in the month of June to the lead for July. This is a splendid showing and Mr. Bullis is to be complimented. Hang on to the top, Des Moines!

Mr. Baker our Service Foreman at Jacksonville, who during the month of June made eighth place, is now safely lodged in second position for July. This is progress and shows that Jacksonville is trying hard to beat all comers.

Foreman Williams of Fort Worth is again around the top for July and is striving for that position. Five more months to go Mr. Williams for that goal.

Below is a list showing the respective standing of each Department:

1-Des Moines 2*	22-Milwaukee
2-Jacksonville 2*	23-Toledo 2*
3-Fort Worth 6*	24-Houston 1*
4-Youngstown 1*	25-Springfield
5-Springfield	26-Ill. 1*
6-Mass. 8*	27-Davenport 1*
7-Oakland 3*	28-Erie 1*
8-Newark 2*	29-Providence 1*
9-Waco 1*	30-Seattle
10-Bridgeton 4*	31-South Bend 1*
11-Brantford 7*	32-Fresno
12-Omaha 7*	33-Peoria
13-Denver 4*	34-Wichita Falls
14-Dayton 2*	35-Worcester 2*
15-Bankers 2*	36-Portland, Me. 4*
16-New Haven 1*	37-Birmingham
17-Columbus 1*	38-Albany 3*
18-Richmond	39-Duluth
19-Grand Rapids 1*	40-Evansville 1*
20-St. Paul 3*	41-Springfield, O.
21-San Antonio 2*	42-Memphis 1*
22-Akron 2*	43-Fort Wayne 2*
23-Rockford	44-Johnstown
24-Rochester	45-Little Rock
	46-Harrisburg 6*

John Koster, Asst. Mechanical Superintendent

Do you know, I wish it was up to someone else to tell you about John Koster. Haven't you fellows at one time or other come to realize how efficient a certain person was, said person being one of those quiet, serious individuals who never naturally advertise themselves, so to speak, but let the result of their work stand out as a monument to their ability? On the job, day in and day out, doing fine constructive work, welding the numerous and intricate details daily into smooth running channels, smoothing out the knotty problems here and there, lifting and carrying the thousand and one duties on their shoulders, called here and there to find out this and correct that and while correcting giving of their fund of information as a means to overcome and solve the problems. And how these men in their quiet effective way inspire the confidence of those they work with!

"All is not gold that glitters," is an old adage, but there is a gold that can only be reached and shown by what is produced, and many of us say of another man who stands out above others, "He is as good as gold." Many of us have noticed two automobiles working a steep grade, both are powerful, one shouts out its

power as it climbs and all may hear it; the other smoothly, quietly and efficiently does what it is required to



J. Koster

do. Do I make myself plain? Well, such is John Koster in his quiet and earnest way making the grade in his daily life. Such men as he are vital to any institution, and in no small measure is the quality of the Royal product due to his experience and ability.

Born in 1873 at Kent, Connecticut, and leaving school at the early age of 15, he worked in several factories until 1894, when he entered the machine shop of the Hartford Cycle

Company and after a good training there, he entered the employ of the Sigourney Tool Company, manufacturers of high grade machines and tools. His experience continued with the Electric Vehicle Company, one of the first automobile concerns in this country. During his stay in Hartford, he studied mechanical drawing in evening schools. Later, he entered the employ of the Colt's Patent Fire Arms Company on close precision work and on the famous Browning gun. His studies in mechanical engineering continued, and proved to be of immense value to him. He was employed as expert toolmaker and machinist at the Underwood Typewriter Company for over five years. In 1907, he entered our employ as expert tool maker on typewriter work, he was promoted to our experimental department in 1909, was promoted again to assistant foreman of our Tool Room. His unquestioned ability was the means of his becoming foreman of this department and again in 1918 was promoted to the position of Assistant Mechanical Superintendent, which he is so ably filling.

He is an active member of the American Society for Steel Treating and Hartford Engineers Club.

John is married and has three children. He is fond of baseball and plays a nifty game, especially when playing on the Royal Foremen's Club teams.

The Worker and His Tools

The good worker loves the tools he works with; he keeps them in fine shape, clean and bright, in proper repair and condition. He takes particular pains and care to see them measure up to the best requirements of his work, as work done well is his greatest asset and gratification. The careless neglect of the worker or the imperfect tool, regardless of what it is intended for, is a great waste to industry and to the trade in which it is worked; the result from such a tool is inferior quality, bad workmanship and poor product.

For instance, if a man labors with an ax or saw that is not sharp, we all know his output for the day is less than he who keeps the tool in good condition, and not only that, with greater physical effort, the product is defective. The best engineer on the railroad is the one that keeps his engine in splendid condition, he is everlastingly cleaning it, oiling it, shining the many parts, studying it, checking up the functioning of mechanism; under hard action, he favors it and when necessary he puts it through the severest tests because he believes it to be the finest and speediest engine on the road. He knows

that all parts must function together to be effective.

The best designers of the tools for making the Royal Typewriter know that unless the tools they design are used right, they cannot accomplish what they set out to do. That is why the workers of the tools are carefully taught how to use them, care for them, take an interest in them and maintain their pride in the product. No man has a right to put out a product of poor quality from a tool properly designed and capable of good work. He robs the engineer or designer of his rights in his ability, he throws away tangible value by his misuse or lack of understanding the tool. He cannot become a good worker unless he understands his tools and their possibilities.

It's the same way with an organization. Our company is an organization, and the building up of the organization is the same as designing and building a tool. It is a tool for your use. It stands today as a functioning medium designed for all concerned, built up slowly as requirements made it necessary or expedient, and unless we understand it and use it as designed, we reduce its value considerably, the company suffers and each member of the organization suffers. No one of us can hope to succeed to our full capacity unless we

work according to the requirements of our own organization and understanding them thoroughly. Many a salesman, though successful as a seller of the product, fails of the bigger things because he does not recognize or understand that unless he uses the organization's ways and means, he places a loss of control or back lash upon those working according to its requirements. What he gains personally in result of sales, the company loses in efficient functioning and added expense in correcting his failure to conform to instructions.

Standard instructions, filling out blanks properly, following regulated procedure are very essential to any organization. If you don't understand them and work them correctly, the smooth running organization becomes gummed up and additional expense and effort is required to put it back in working condition. Again, when you do not follow the regulation procedure, you rob the designer or organizer of the effort his talent and ability put into it. Worst of all, is that the expense of adjusting errors is always money thrown away. With work done correctly in the first place, there is a saving in overhead and no impediment or interruption in the natural functioning of the organization.

Royal Dealer Uses Clever Advertising

We are producing below a blotter recently distributed by L. Pollak,

Manager of the Pocatello Typewriter Exchange, Pocatello, Idaho.

Mr. Pollak has given a human interest tie-up to his entrance into the

Pocatello field and the blotter has created much interest in his territory.

We wish to compliment him on his clever and up-to-date advertising.

.... Just A Dog Story

DID you ever see a strange dog come into a neighborhood? If so, you know that his whole status in the community depends upon the angle of his tail. For as soon as he appears, every dog in that vicinity dashes toward him. If he is "yellow" he abandons his bone dashes away and that is the end of his career in that vicinity though he doubtlessly receives a licking on the way.

On the other hand, if he combines those characteristics which make him worthy of the admiration you accord your dog, his tail becomes rigid and points to the skies; his legs stiffen and he walks as though on stilts; and maybe

his back will bristle. What is the result? The advancing dogs slacken their speed and approach in a respectful manner; their aggressive "get out of here" attitude changes to a social wagging of tails, and the stranger is welcome just because of his character.

We are sort of new dogs in Pocatello, but we are handling a thoroughbred product—The Royal Typewriter. We feel that this lends us the prestige of a pedigreed pup, so when you think of typewriters think of the "Royal" and the Pocatello Typewriter Exchange.



POCATELLO TYPEWRITER EXCHANGE Phone 56

THE TRIBUNE POCATELLO

Messrs. Malleon and Morgan Depart on S. S. "Aquitania"

Mr. T. T. Malleon, Foreign Sales Director, sailed for London on August 27, aboard the S. S. "Aquitania." Mr. Malleon plans to remain in London for only a few days after which he will leave for the Continent where he will resume his activities on behalf of the Royal typewriter organi-



T. T. Malleon W. D. Morgan
J. L. Ryan

zation. It was certainly a pleasure for all of us to have had Mr. Malleon with us again during his summer sojourn.

On the same steamer, Mr. Walter D. Morgan, Managing Director of the Visible Writing Machine Co., Ltd. of London, dealers for the Royal in the British Isles, returned to his field of endeavors after having spent three weeks visiting officials and friends at the Home Office. Mr. Morgan returned to the British Isles with the optimistic conviction that sales for the present year would overshadow all previous records. Mr. Morgan has the best wishes of all his friends here for the successful accomplishment of his purpose.

The photograph above shows Mr. Jos. L. Ryan, Foreign Department Sales Manager, centre, bidding "bon voyage" to the two travelers, Mr. Malleon on the left and Mr. Morgan on the right. The photo was taken on the deck of the steamer just prior to its departure.

Mr. Jos. L. Ryan a Delegate on American Industrial Mission to Mexico

Mr. Jos. L. Ryan, Sales Manager, Foreign Department, left New York on September 9 for Mexico City as a member of the American Industrial Mission to Mexico. The Mission is the outcome of invitations extended by Mayor Raya of Mexico City to our President, Geo. Ed. Smith and to several other prominent American industrialists. Mr. Ryan was chosen as the Royal Typewriter Company's delegate.

The expedition, organized by Mr. W. W. Nichols, President of the American Manufacturers' Export Association, will carry to the people of Mexico the good wishes of the American people, and it is believed that the existing bond of friendly union between the two countries will be greatly enhanced by this visit of men prominent in American business affairs.

A Correction

Mr. R. C. Goldblatt of the Chicago Office made his M. A. D. Club in June, but his name was not listed for it in the July "Standard."

We are giving him credit for it at this time and regret the oversight.

THE WALSH BROTHERS OF ARIZONA

The Arizona Royal agency is in the competent hands of the Walsh Bros.

Those who are familiar with this mountainous and desert section can realize the difficulties which must be overcome in giving service and making sales.

When Mr. Charles E. Morris, the representative of the Dealers' Department, recently visited the Royal Agency at Phoenix, he found that they had just moved to 126 North Central Avenue, and occupy a new and better location. The accompanying illustration was taken for the benefit of our readers.

Standing in front of the new headquarters and reading from left to right are, Peter J. Walsh, Philip Walsh, Charles E. Morris and Richard Walsh. Mr. Peter J. Walsh, the oldest of the brothers, is the general manager and is ably assisted by Philip Walsh, who looks after the mechanical end and Richard Walsh, who is in charge of the office.

Their ability is proved by the fact that they started out in a small way and have built up a very profitable business. Due to their efforts and efficient service, the Royal is the most popular machine in Arizona.

The distinctive and prominent electric sign, as shown in the illustration, was recently erected and contributes a good share of the advertising for them.

We look forward to some excellent results and records from these men during the Fall season, as during the Summer months they have excelled all their previous records.

Dealers' 100 Per Cent Club

At the end of August the following dealers were members of the Royal 100 Per Cent Club, as they have earned 100 per cent. or more of their yearly quota to August 31st:



1—BENSON
Canton, Ohio



3—HEISER
Casper Tw. Ex.,
Casper, Wyo.



5—ERVIN
T. W. Ex.
Anderson, Ind.



7—PAYNE
T. H. Payne Co.
Chattanooga, Tenn.



9—ROOF
Tampa, Fla.



2—KING
Carolina T. W. &
Office Supply Co.
Raleigh, N. C.



4—DAVIS
Colorado Springs
Colo.



6—PAXTON
Paxton T. W. Co.
Bloomington, Ill.



8—PRIOR
Trenton, N. J.



10—SNOW
Wausau, Wis.

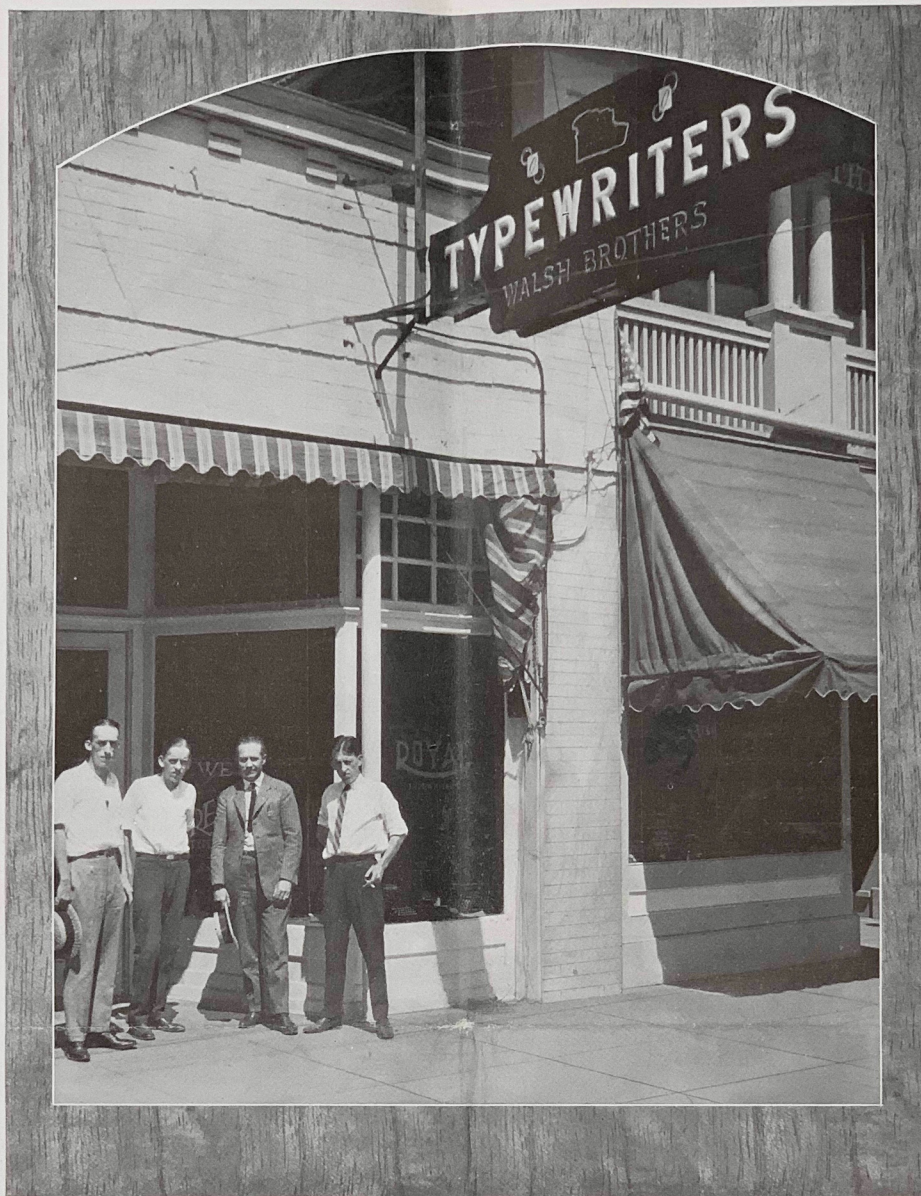
Mr. Wm. Duning of Richmond, Indiana, missed the Club this month by just a few machines, and we are sure that he will be back again in September.

We also hail a new member of this Club, T. H. Payne of Chattanooga, Tenn.

with branches in Raleigh and Charlotte, North Carolina, has just become a Royal Booster. This is an

other link in the rapidly growing chain of schools which have "Com-

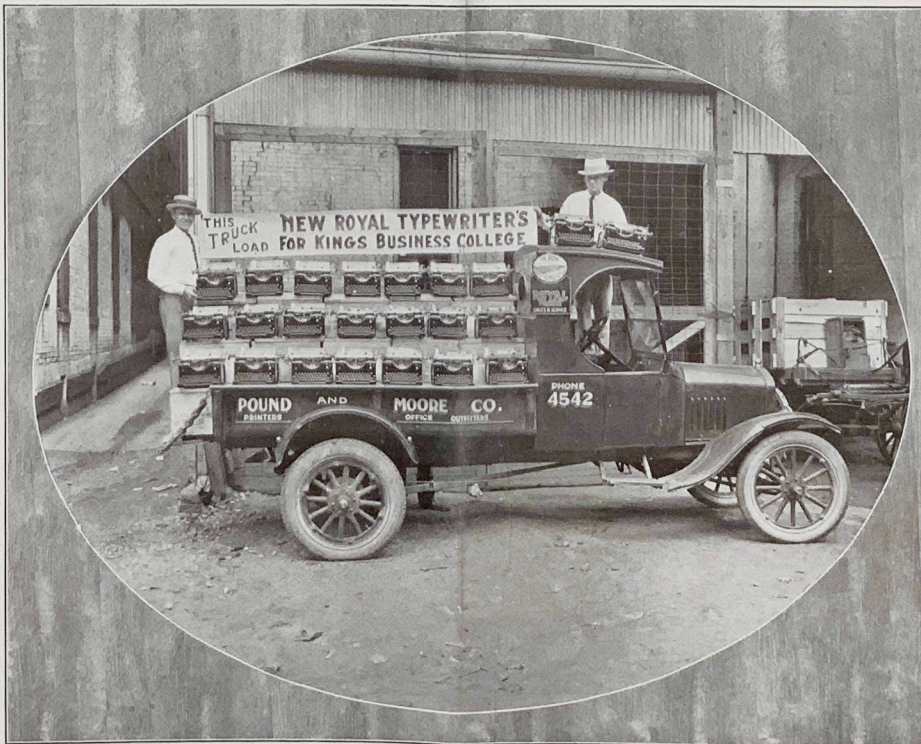
pared the Work" and chose the Royal. The Carolina Typewriter & Office Supply Company, one hundred per



ROYALS FOR KING'S

The King's Business College, a well known Southern business institution, other link in the rapidly growing chain of schools which have "Com-

cent dealer at Raleigh, successfully convinced the President of this Col-



Fourteen of the Royals were installed in the College's class rooms at Raleigh, and twenty-four in the class rooms at the College's branch at Charlotte. Pound & Moore, Royal dealer at Charlotte, co-operated with the Carolina Typewriter & Office Supply Company by delivering and installing the twenty-four Royals in Charlotte, N. C.

We congratulate the Carolina Typewriter & Office Supply Company for their victory. We also thank Pound & Moore for their assistance in connection with this school installation, and compliment them for their idea in doing a little advertising on the way to school, as shown by the illustration.

August Honor Roll

Twenty-two of the Royal Dealers who toed the mark at the start of August, finished the race with the required 100 per cent. or more of their quota and thereby qualified for this month's Honor Roll.

Any Royal Dealer whose name does not appear this month, should set his mind on this goal and let's see if we can increase the number of one hundred per centers for September.

H. G. Bancroft, York, Pa.
Carolina Tw. & O. S. Co., Raleigh, N. C.
Crosby Mook Tw. Co., Warren, Ohio.
Roy A. Davis, Colorado Springs, Colo.
Daytona Book & Staty. Co., Daytona, Fla.
Ervin Tw. Ex., Anderson, Ind.
Graham & Wells, Corvallis, Ore.
James Grocery Co., Leitchfield, Ky.
Lux & Swadener, Logansport, Ind.
R. G. Nichols, Topeka, Kansas.
Office Specialties Co., Fargo, N. D.
A. G. Packard, Hornell, N. Y.
Paxton Typewriter Co., Bloomington, Ill.
T. H. Payne Co., Chattanooga, Tenn.
W. W. Prior, Trenton, N. J.
H. J. Roof, Tampa, Fla.
Smith Typewriter Ex., Saranac Lake, N. Y.
Paul D. Snow, Wausau, Wis.
Standard Tw. Co., Reading, Pa.
Typewriter & O. S. Co., El Paso, Texas.
Utah Tw. Ex., Salt Lake City, Utah.
C. W. Yates Co., Wilmington, N. C.
Kirkpatrick Co., Nashville, Tenn.

Corey Joins Royal

Mr. C. E. Corey, who has been in the typewriter business for twenty years in the West, formerly branch manager at Salt Lake for one of our competitors, has joined the "Royal" forces with the Utah Typewriter Exchange, Royal dealers at Salt Lake.

We extend to Mr. Corey a warm welcome and an earnest invitation to join the M. A. D. Club.

M. A. D. Club for August



1—PACKARD
Hornell, N. Y.



2—COOK
Independence, Kan.



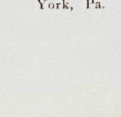
3—PRIOR
Trenton, N. J.



5—GAUFFNEY
Office Specialties Co.
Fargo, N. D.



7—PETERS
Battle Creek,
Michigan



9—BANCROFT
York, Pa.



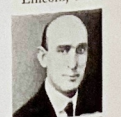
2—COOK
Independence, Kan.



3—PRIOR
Trenton, N. J.



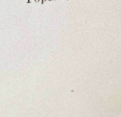
5—GAUFFNEY
Office Specialties Co.
Fargo, N. D.



7—PETERS
Battle Creek,
Michigan



9—BANCROFT
York, Pa.



10—NICHOLS
Topeka, Kan.

ROYAL PROGRESS IN POLAND

It is our pleasure in this issue of the Royal Standard to introduce the Royal Representative in the Republic of Poland. For approximately the last four years our interests in that country have been ably handled through the Pacific Commercial & Industrial Co., of Warsaw.

this gentleman which we would have been glad to have an opportunity to present.

The active operation of the typewriter department of the business is under the direction of Mr. Alexander R. Leszczynski, General Manager of the company, who is likewise one of

illustration (upper left). In the photograph (upper right) we present a view of the show room of the Pacific Commercial & Industrial Co. Mr. Leszczynski is shown seated in the centre, the ladies and other gentlemen being members of the sales and office staff of the company.

Photographs (lower left and lower right) illustrate the unusual manner

exhibit was very favorably commented upon by the large number of people who visited the fair.

In conjunction with their typewriter business, our dealers operate a school of typewriting known as the Royal School which has been in operation for a considerable time. The number of pupils that have enrolled in the school is constantly increasing.

personally been very active in steadily developing the typewriter business in his city. We are indeed glad to be able to reproduce a photograph of Mr. Jacobsohn (bottom center).

Although there have been many difficulties in the development of the Polish market due to the disturbing after-war conditions, the Pacific Commercial & Industrial Co. has made



Two Pacific Space
Warszawa Al. Jerozolimski 25



The President of the Board of Directors of the concern is Mr. Geo. L. Ivanowski, whom we had the pleasure of meeting during his visit to New York during the early part of this year. At that time, Mr. Ivanowski was very optimistic as to the outlook for the future in Poland and it was certainly gratifying to learn of his intense interest in the typewriter division of the business. Mr. Ivanowski is also a director in several of the Warsaw banking institutions. We regret that we have no photograph of

the principal owners, Mr. Leszczynski has been very active in his efforts to promote the interests of the Royal typewriter in the Polish market and he has been successful in thus far having developed an organization that practically covers the entire territory through branches and subdealers. The photographic reproduction shown (in circle, top center) is that of Mr. Leszczynski.

Our dealers headquarters are located in Warsaw at Al. Jerozolimskie 25, a view of which premises is shown in

in which Royal posters have been displayed on the advertising kiosks in the city of Warsaw. These kiosks are located on the most prominent thoroughfares of the city where they are practically certain of attracting the greatest amount of attention from those who may be interested in acquiring Royal machines. A view of the excellent Royal exhibit which was arranged at the recent Eastern Fair held in Lemberg (East Galicia), is shown in photograph (center). This

The excellent organization of the outlying territory is well illustrated by the fact that our dealers have established branches and subdealers at Lemberg, Cracow, Lodz, Bromburg, Pozen, Vilner, Lublin and Danzig. In the important city of Danzig, our dealers are represented through the firm of Messrs. J. H. Jacobsohn, located at 122-126 Geistgasse. This firm has been in the stationery and supply business for over 60 years in that territory and Mr. Jacobsohn has

steady progress in their development of Royal business and we have every confidence that they will continue their energetic operations which we know will assure them an even greater volume of business when conditions have begun to assume their normal aspect. Under the able management of this concern, we have every reason to feel that the Royal typewriter business in Poland will show persistent development during the years to come.

Messrs. Pincombe and Sheehy Arrive from Australia

On Saturday, August 9th, Mr. Sydney P. Pincombe, Governing Director of the firm of Sydney Pincombe Ltd., of Sydney, Australia, Royal distributors for Australia and New Zealand, and Mr. W. J. Sheehy, Sales Manager for the same organization, arrived in San Francisco on the S. S. "Maunganui." We had the great pleasure of welcoming these two gentlemen to New York on Saturday morning, August 16th.

Although Mr. Pincombe had previously paid us a visit in 1920, we have most certainly welcomed this opportunity of becoming even better acquainted with him. Mr. Pincombe

has been eminently successful in developing a typewriter organization that is second to none in Australia. This success is due in a large measure to the untiring effort that he has exerted in gradually building the business on a solid and lasting foundation. In his work, Mr. Pincombe has been ably assisted by his Sales Manager, Mr. W. J. Sheehy.

Mr. Sheehy has been with Mr. Pincombe for over fourteen years during which time he has served in practically every capacity that would be useful to him in his training for the important position that he occupies today. Through his excellent work as a salesman, he was appointed Manager of the Brisbane branch, which exercises control of the sales in all of

Queensland. Mr. Sheehy's success in that position won him early recognition, which position he has energetically filled up to the present time.



Sydney P. Pincombe W. J. Sheehy
tion because of his managerial ability, with the result that at the beginning of the year 1923, he was appointed Sales Manager for the entire organi-

Messrs. Sydney Pincombe Ltd., have been our dealers in Australia and New Zealand for approximately fourteen years and during this time, the business in that part of the world has steadily expanded. The concern is today the most outstanding typewriter organization in Australia. In addition to headquarters at Sydney, direct branches are maintained at Melbourne and Brisbane and the other important parts of the territory are covered by subdealers.

Mr. Pincombe and Mr. Sheehy have spent considerable time at the factory during their visit and we have full confidence that this time has been most profitably spent since it will as-

sure for Royal users in Australia a more intimate knowledge on the part of our dealers of the modern methods that are used in the manufacture of the Royal typewriter.

It is most certainly a pleasure to have had this opportunity to again have our old friend Mr. Pincombe with us, and to become acquainted with Mr. Sheehy, whose ready wit has given us many pleasant moments.

Through the untiring efforts of Messrs. Sydney Pincombe Ltd., the Royal typewriter today occupies the leading position in the Australasian markets. Knowing, as we do, Mr. Pincombe's ability as a Governor Director, we have every reason to feel that the splendid work that they have already done will continue indefinitely.

THE ROYAL M. A. D. CLUB NOW HAS 229 MEMBERS

We are publishing this month a list of the entire membership of the Machine-A-Day Club. Men who made the Club in August are indicated by an asterisk beside their names. Repeaters for August also have a number which indicates the times they have made the club since its inauguration.

THE NEW M. A. D. MEMBERS FOR AUGUST



1—C. E. GRAY
Portland, Ore.



2—C. E. F. RUSS
Portland, Ore.



3—F. H. WILSON
Des Moines



4—D. SPARWASSER
St. Louis

AKRON
L. J. Michel
ATLANTA
J. W. Mann
BALTIMORE
J. C. O'Keefe
E. G. Dodge 15*
V. Hoffman
BANGOR
H. W. Boshan
BOSTON
F. A. Smith
F. I. Crocker 3*
H. E. Burton 11*
D. R. Austin
E. J. Edwards
E. F. Gallup
C. H. Palmer
B. W. Simpson

BUFFALO
F. L. Gallup
C. H. Pillow

CHICAGO
H. Nuhn
P. S. Jones
J. M. Roberts 13*
E. H. Johnson
A. J. Redding
R. C. Goldblatt
H. P. Sutton
W. B. Larsen 10*
B. P. Hamil
J. C. LaBorence
A. C. Wheeler
W. R. Pike
L. E. Wilson
W. E. Howard

CINCINNATI
S. D. Wakefield 6*
C. J. Bailey

CLEVELAND
W. C. Rodgers
W. H. Peate 2*
M. C. Hull 7*
E. H. Krall

COLUMBUS
G. C. Kinnamon
L. V. Bell

DALLAS
J. H. Kennedy

DAVENPORT
G. D. Lawless 2*

DETROIT
W. L. F. Hosford
C. W. Knox
E. L. Owen
L. D. Teeters

EVANSVILLE
C. V. House
W. H. Courtenay

FORT WAYNE
T. F. Bell

FORT WORTH
P. H. Billman

FRESNO
H. H. Tompkins

GRAND RAPIDS
C. D. Walker 3*

HARRISBURG
W. C. Whiteman

HARTFORD
H. F. Brainerd 21*
J. L. Cook
J. F. Gilligan
W. C. Bartley

HOUSTON
J. L. Hunt

INDIANAPOLIS
W. F. Teer 7*

JACKSONVILLE
J. H. Hink

JOHNSTOWN
T. M. Patterson

KANSAS CITY
P. W. Jones 15*
G. C. Johnson
F. W. Bassett
S. W. Wilson
F. F. Moseley

LOUISVILLE
J. T. Wellman 21*
C. Lorber

MILWAUKEE
W. A. Partee

MINNEAPOLIS
F. B. Thorne 6*
T. F. DeRanitz

NEW HAVEN
W. A. Mulligan

NEW ORLEANS
W. J. Cregar

NEW YORK
J. J. Freund
D. J. Allingham 21*
H. W. Van Ness
G. M. Guest 20*
T. M. Gleason 19*
A. C. Wiles
C. K. Freund
H. W. DeMott 16*
R. C. Robinson
J. Schwartz
G. N. White 15*
C. C. Waters
R. B. Brandes
H. J. Fuchs
E. J. Matthews
R. R. Chaffa 9*
G. R. McAllister
R. H. Martin
G. Rannenber
L. E. LeMaster 4*
A. B. Safr
W. B. Mullane
J. E. Rowland
L. Weinstein
C. E. Clark
M. B. Gray
J. E. Guy 4*
I. Rubin 3*
N. Sykes
L. Goodwin

NEWARK
H. C. Hess

OAKLAND
J. E. Geisinger

OMAHA
F. P. Schedd 3*

PEORIA
R. E. Mason

PHILADELPHIA
J. W. Turner
I. J. Gough
H. K. Goslin
L. A. Dunn 9*
E. V. Sherry 5*
A. C. Headley
E. T. Garland

PITTSBURGH
M. V. Miller 21*
A. E. Hanna

PORTLAND
W. E. Ayers

PORTLAND, ORE.
C. E. F. Russ *
C. E. Gray *
G. D. Roe
H. J. Brown

PROVIDENCE
E. D. Crandall
J. L. Schora
F. Herwitz

RICHMOND
A. Bartlett

ROCHESTER
B. F. Richardson
G. C. Burgess

SAN FRANCISCO
C. H. Billington
J. C. Deardorf
T. N. Colwell
P. Pearson
D. G. Becknell
S. N. Howell
H. G. Jones
A. W. Morf 2*

SOUTH BEND
Bert Mowers

SPRINGFIELD, MASS.
L. B. Behan

ST. LOUIS
H. H. Nunamaker
L. G. Davidson
D. M. Elliott
L. F. Reynolds
G. M. Davis
H. E. Shifflette
L. E. White
C. D. Sparwasser *

TOLEDO
N. B. Boulware

WASHINGTON
H. L. Rudnick
S. E. Richter 6*
H. D. Cashman
J. B. Reighard

WICHITA FALLS
W. B. Reighard

WORCESTER
A. R. Smith

DEALERS

1—E. H. Benson
Canton, Ohio

2—J. E. Gaffaney *
Fargo, N. D.

3—S. W. Grant
Beaumont, Texas

4—T. N. Prior
Trenton, N. J.

5—H. J. Roof *
Tampa, Fla.

6—G. N. Paxton
Bloomington, Ill.

7—G. L. Larkin
Utica, N. Y.

8—R. A. Rehm
Albuquerque, N. M.

9—H. Tuell
Chattanooga, Tenn.

10—H. J. Smith
Parkersburg, W. Va.

11—C. E. Anderson
Pasadena, Cal.

12—L. Vincent
Topeka, Kan.

13—W. W. Canter
Bristol, Tenn.

14—H. C. Schumacher
Glendale, Tenn.

15—J. J. Flynn
Jamestown, N. D.

16—H. Rowe
Fairmont, W. Va.

17—L. F. Spiece
Bucyrus, Ohio

18—W. W. Prior *
Trenton, N. J.

19—C. B. Weissinger
Albuquerque, N. M.

20—H. H. Phillips
Trenton, N. J.

21—A. G. Packard *
Hornell, N. Y.

22—Scott-Parker Co.
Macon, Ga.

23—F. L. Patty
Austin, Texas

24—H. C. Bancroft *
York, Pa.

25—H. B. Harper
Anderson, S. C.

26—J. E. Wikoff
Oklahoma City, Okla.

27—Pound & Moore Co.
Charlotte, N. C.

28—G. A. Pearce
Abilene, Texas

29—B. M. Kelly
Charleston, N. C.

30—J. A. Ross
Canton, Ohio

31—R. G. Nichols
Topeka, Kansas

32—Tulsa T. W. Co.
Tulsa, Okla.

33—Carolina Typ. & O. S. Co.
Raleigh, N. C.

34—Royal T. W. Agency
Phoenix, Arizona

35—M. E. Bacon
Hopkinsville, Ky.

36—Nebraska Tw. Co.
Lincoln, Neb.

37—Utah Tw. Ex., *
Salt Lake City, Utah

38—W. R. Cook *
Independence, Kan.

39—A. W. Peters *
Battle Creek, Mich.

40—A. J. Van Dervele

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